

November 15, 2003

Mayor and City Council Goal-Setting Workshop

The Scottsdale Mayor and City Council met on Saturday morning, Nov. 15th for their annual goal-setting workshop. The purpose of this annual meeting is to provide an opportunity for the Mayor and City Council to convene within an informal setting and have a roundtable discussion about their mission/vision for Scottsdale and key projects or policy-related initiatives they want to achieve during their time on City Council. No formal actions are taken at this meeting.

This year's workshop focused on three areas:

1. Key initiatives this City Council believes should be completed within the next six months.
2. The Mayor and City Council Mission and Goals—should these statements be modified?
3. Discussion and comment on the Phase 1 “Roadmap to the Future” effort, a strategic planning process to identify the year vision and the top key/critical strategies to accomplish the vision over the next five years. This strategic plan is the transition between the short-term, one-year goals and programs and the longer-term General Plan.

City Council comments from each of these discussions are provided below. Also at the end of this summary are written comments received from the public during the workshop.

The Next 6 Months

- Fire and Emergency Medical Services transition planning is a priority, i.e. communications, staffing, regional implications, work with Public Technology Inc. (PTI).
- Create opportunities for enhanced downtown parking-near Galleria, Pepperwood.
- Identify and focus effort on revenue generators, e.g. Airpark Strategic Plan, business development in South Scottsdale.
- Open space planning needs to continue to be a priority. (Timing for Preserve Tax)
- City needs more focus on development of partnerships, e.g. Arizona State University, the Salt River Pima-Maricopa Indian Community, etc.
- Construction on canal bank.
- Continue to partner with other cities to avoid duplication of social services.
- Neighborhoods in transition must be the focus of this City. City Council requested additional discussion on what and how we want to pursue on neighborhood revitalization, e.g. clearly articulate a policy and set staff direction.
- What is process to challenge a conditional use permit? Please provide step-by-step instructions for City Council review.
- Report back on the implementation of the front-yard parking ordinance. Also report back on any other items we said we'd re-evaluate in six months, e.g. property maintenance ordinance updates, extending garbage/security requirements to bars citywide, and new liquor licensing reviews/process.

- Environmental Quality Advisory Board (EQAB) noise study. City Council understood that EQAB had recommended no comprehensive ordinance should be created at this time. However, the Council said they are still hearing noise complaints and concerns from the community. City Manager explained that EQAB is working on recommendations to strengthen existing ordinance on key noise issues, i.e. barking dogs, go peds, motorcycle noise. This follow up EQAB report is expected to be provided to City Council in February 2004.
- Need added enforcement on requiring tarps on trucks, a litter issue. Stiff fines need to be set, more educational awareness about the requirements. (Citizen and Neighborhood Resources)
- Complete the negotiations with Toll Bros. to purchase a portion of the 780 acres near 104th Street and Bell Road for the McDowell Sonoran Preserve.
- The Giants training complex planning needs to be a priority of the next six months. Can it be designed with out negative consequences to neighbors? Can we design around the owner? Giants and Cubs draw people to town. They are critical to keep in Scottsdale. Need to make sure the community understands that several options/locations were considered. The Continental Golf Course was not a done deal up front. Many options considered. Community needs to be reassured of this.
- Bring back the Trails Master Plan for City Council review and action. (February)

Budget Review Process

Vice Mayor Wayne Ecton proposed the following:

“The Mayor and City Council established a citizen’s budget review committee a number of years ago. It served us well during the strong financial years when the major financial decisions were on how to spend the additional revenue that the City was receiving each year. The new millennium has brought about a new financial picture for the City. The national, state and local economies have stagnated and suffered for a number of reasons. Difficult decisions on funding priorities have been necessary the past few years.

The budget process from staff through the citizen’s budget committee through City Council adoption is no longer as pleasant an activity as it was in the robust 90’s. As a member of the 2000/20001 citizen’s budget committee and a close observer of the process as a council candidate and council member, I can attest that the process is no longer positive and productive. The budget process should increase positive citizen participation and attract a diverse group of citizens that reflect the city’s demographics and stakeholders.

Citizen input is valuable throughout the year and throughout the entire budget process. Citizen’s issues and interests need to be in the forefront of budget development. The process should invite a broad scope of citizen views and preferences, not just the views of a 14 or more or less citizen committee. It should also ensure early and focused public involvement.

As an advocate of both citizen participation and sound budget and financial management, I am proposing changes to the process that I believe will result once again in a productive and positive experience for everyone and stronger budgetary oversight. This process will allow for an ongoing and thorough but a less time burdensome mechanism for citizen input and a more direct line of communication between citizens and the council on financial and budgetary matters.

I propose that the Mayor appoint a three (3) member City Council Finance Sub-Committee. The Sub-Committee would meet monthly throughout the year to review the status of revenues and expenditures and other financial matters. During budget development, the Sub-Committee would meet more often and would host community forums on city programs and the proposed budget. Taking into account the citizen input, the Sub-Committee would make their recommendations to the full City Council on the budget, financial policies and related matters. All meetings of the Sub-Committee would, of course, be open to the public and provide for public input. I believe such a process will ensure that the Mayor and City Council, as decision makers, have thorough information about programs and service deliveries and stakeholder participation will be maximized.

I'm making this proposal for the following reasons:

- All three previous Citizens Budget Review Committee were unhappy with the response and attention received from the City Council.
- City staff spent an inordinate amount of time and effort to educate and provide information to the Citizen's Budget Committee.
- Flaws in the existing process are:
 - The Budget Committee gets involved too late in the process.
 - Citizen input needs to be at the beginning and provide direction to the Council and Staff as to what is important in the community.
 - The learning curve is too steep.
 - The current process turns the Budget Committee into auditors.

The forum process would work as follows:

- Forums can be rescheduled for various dates and times (day and evening) to increase the convenience and opportunity for a broader and more diverse range of citizens to participate.
- City and school district facilities could be used to host the public meetings in various geographic areas of the city.
- A public meeting could be held at the Kiva with a presentation to the Mayor and Council summarizing the results of the Forums.
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The budget process mission should be to help the council members make more informed decisions and to promote more citizen participation.”

At the goal-setting workshop, the City Council discussed this proposal and directed staff to bring back a motion to formally establish this new subcommittee. The Council, with Mayor concurrence, indicated that the members of this subcommittee could be: Vice Mayor Ecton, Councilman Littlefield and Councilman Ortega. Note: The Council formerly appointed these three Council Members to a new Budget Subcommittee in December 2003. The Subcommittee meetings will be open to the public and are expected to begin in January 2004.

Mayor and City Council Mission and Goals

The current Mission and Goals were displayed for City Council review. The City Council agreed that the Mission and Goals should remain in tact for now. City Council suggested that staff should ask City Council to readdress the Mission and Goals following the 2004 election(s). The current Mission and Goals, officially adopted by City Council on January 7, 2003 and informally reaffirmed by Council on November 15, 2003 are as follows:

Mission

It is the mission of the City of Scottsdale to build citizen trust by fostering/practicing open, accountable, and responsive government; to provide quality services; to provide long-term prosperity; to preserve Scottsdale’s unique southwestern character; to plan and manage growth in harmony with its desert surroundings; and to promote livability by enhancing and protecting its neighborhoods. Quality of life for residents and visitors shall be the paramount consideration.

Goal A: Neighborhoods

Enhance and protect a diverse, family-oriented community where neighborhoods are safe, protected from adverse impacts, and well maintained.

Goal B: Preservation

Preserve the character and environment of Scottsdale

Goal C: Transportation

Provide for the safe, efficient and affordable movement of people and goods.

Goal D: Economy

Position Scottsdale for short- and long-term economic prosperity by stabilizing, promoting, strengthening, stimulating, expanding and diversifying our economic resources.

Goal E: Fiscal and Resource Management

Ensure Scottsdale is fiscally responsible and fair in its management of taxpayer money and city assets, and coordinates land use and infrastructure planning within the context of financial demands and available resources.

Goal F: Open and Responsive Government

Make government accessible, responsive and accountable so that pragmatic decisions reflect community input and expectations.

Roadmap to the Future Discussion

- Focus on business retention is important.
- Determine how to be “at the table” in key regional discussions in order to influence policy that impacts Scottsdale. There are some challenges in making sure we are able to be “at the table,” e.g. some State Boards do not include local officials.
- Scottsdale must attract new companies or headquarter relocations to Scottsdale. Large corporations want educational excellence and training opportunities in the places where they locate.
- Effective transportation systems are also important. “Speed” is critical for corporations and also enhances tourism.
- A tactical plan is needed. Needs to include who, what, when, where and how.
- A detailed implementation plan is needed. This implementation plan needs to support/be in alignment with the City’s General Plan.
- Some of the common themes from the community forums, included: affordable housing, attracting jobs, regional partnerships, revenue sharing, develop business, forward thinking infrastructure, water conversation, open space, continued airport revitalization.
- Another interesting and important consideration is the comment citizens made about the future for the currently unincorporated land between Scottsdale and Tempe.
- We have a vision – this Roadmap to the Future plan will be a five-year plan to help us realize the vision.
- The challenge is execution. Create standards for accountability.
- Current ‘vision’ statement in the Roadmap to the Future needs work. Better use of key words.
- A missing element in Phase 1 is a focus on strengthening neighborhoods. Also, we need to know the impact of zoning and ordinance changes to neighborhoods, e.g. front yard parking ordinance.
- Don’t spend any more time on Phase 1 -rather focus on Phase 2 details of execution.
- The Phase 1 Roadmap is missing more emphasis on economics. Example incentives white paper. Incentives can be used outside of redevelopment areas.
- Incentives need consistent parameters for use/implementation to maintain credibility of this policy. Also, Council needs to understand cost-benefit for providing incentives for businesses that locate here. And we need to create incentives for small business too.

- Look at liability/risk issues that may result from restructuring neighborhoods.
- Until we resolve Los Arcos, nothing else we do will matter.
- South Scottsdale needs emphasis in our execution planning.

Next Steps

The City Council acknowledged that the Phase 1 Roadmap to the Future was a good first start. Phase 2 will include a detailed implementation plan of the Roadmap to the Future. As part of creating a Phase 2 Implementation Plan, one factor that must be taken into consideration is the fact that in June 2004, Scottsdale will have a new City Council. Therefore, Council directed staff to maintain focus on key efforts to be accomplished in the next six months and to revisit the Mission and Goals and the Roadmap to the Future with the newly seated Council in 2004.

The workshop was adjourned at 10:50 a.m.

Citizen Comments

(Provided via comment sheets turned into staff)

- Remove redevelopment designation from the entire City.
- Revisit front-yard parking and other policies before a new Council is seated.
- Address Planet Ranch.
- Are we still putting money into the Stadium District? Too bad you didn't put an emergency clause on Los Arcos so we get tax money in for Scottsdale, schools, state and county.
- Stop wasting money and staff time on light rail.
- Mission statement is still a good one.